

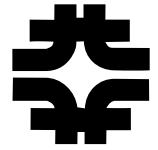
ILC Communication

Recent & Upcoming Developments

January 26, 2005

Judy Jackson
Fermilab Office of Public Affairs

Recent Developments

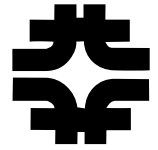


- Working Group 6 met at KEK, wrote draft global communication plan
- US LCSC Communication Committee appointed, charged
- ILC Web site
<http://www.interactions.org/linearcollider/>



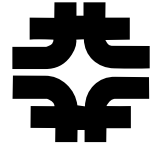
Working Group 6 wrote Draft Global ILC Strategic Communication Plan

Strategic Communication Plan



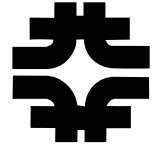
- Goal
- Strategy
- Tactics
 - We often confuse tactics with strategy.
 - “Let’s do a brochure” or “Let’s visit Washington/Brussels/Tokyo” are tactics, not strategy
 - **Strategic** because we have limited resources and clear but difficult objectives .

Goal



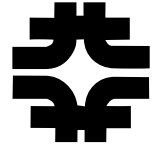
Build the International Linear Collider

Strategy



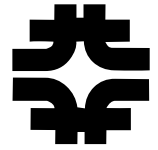
- Use collaborative, strategic communication to build support for constructing the international linear collider for particle physics research.

Strategy



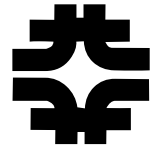
- Use collaborative, strategic communication...
 - Collaborative means we plan and carry out communication together on a global scale, combining resources and coordinating regional communication efforts. (InterAction does this already.)
 - Strategic means we keep our eyes on the goal and put our communication resources where they will do the most good.

Example Tactics



- Develop common ILC logo, common graphic standards
- Publish weekly electronic ILC newsletter
- Continue to develop ILC Web site, build traffic
- Prepare ILC talks in many languages
- Cultivate partnership with industry


Electronic newsletter



- Different from Web site; comes to your mailbox
- Unites far-flung ILC family
- Anyone can subscribe
- Joint European, Asian, American publication
- “Voice” of the ILC; must be well done
- To start ASAP
- News, announcements, features, profiles, milestones, photos, channel for GDE...
- Searchable archive provides illustrated history of ILC

“ILC This Week”



**Fermilab** *Today*

Thursday, November 11, 2004


Calendar

Thursday, November 11
9:00 a.m. [Presentations to the PAC](#) - Curia II
2:45 p.m. (NOTE TIME) Theoretical Physics Seminar - Curia II
Speaker: P. Skands, Fermilab
Title: A New Model for Parton Showers and the Underlying Event
3:30 p.m. DIRECTOR'S COFFEE
BREAK - 2nd Flr X-Over
4:00 p.m. Accelerator Physics and Technology Seminar - 1 West
Speaker: A. Jansson, Fermilab
Title: Tevatron Ionization Profile Monitors

Friday, November 12
8:30 a.m. [Presentations to the PAC](#) - Curia II
3:30 p.m. DIRECTOR'S COFFEE

Shutdown News

E-cooling Wraps Up Its Shutdown Work

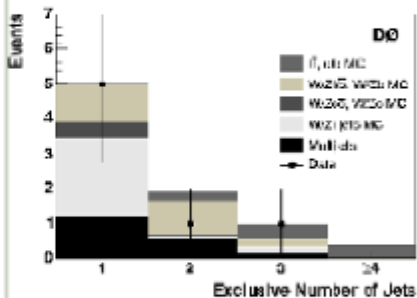


Technicians working on Electron Cooling project: (from left to right) Ron Kellett, Kelly Hardin, Dan Assel, and Kermit Carlson. (Click on image for larger version.)

For 12 weeks Fermilab employees have worked feverishly on installing accelerator upgrades, fixing equipment and performing maintenance tasks. Slowly the

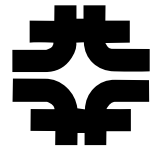
Fermilab Result of the Week

Sampling Jet Flavor on the Way to the Higgs



The number of events having a W-boson candidate plus exactly one, two, three, and four or more jets. To enter this plot the event must have at least one jet that has been b-tagged by both secondary vertex tagging and soft-lepton tagging algorithms. (Click on image for larger version.)

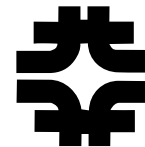
Precision measurements of top-quark properties and searches for new physics are large parts of the physics program at



Old Yiddish saying

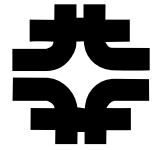
- “You can’t sell from an empty wagon.”
 - Communication takes resources.
 - Need 1 additional FTE from each region (~\$300K/year globally)
 - Where will the resources come from?
 - How will they be organized?
- If we hope to succeed in this colossal communication challenge, we will have to invest in it.

Appointed, Charged



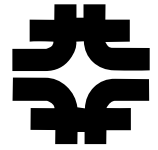
- USLCSC Communication Committee
- Subcommittee of USLCSC developed charge, suggested members
 - Mike Witherell, chair; Jon Bagger, Jim Brau, Neil Calder, Judy Jackson
- Members, charge approved by USLCSC

USLCSC Comm²



- Jon Bagger, Chair
- Harry Weerts
- Ritchie Patterson
- Jim Brau
- William Trischuk
- Neil Calder
- Judy Jackson

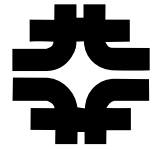
Charge to Committee (1)



Using the Global ILC Strategic Communication Plan as a basis, develop a draft ILC Communication Plan specific to the US, for approval by the USILCG. The Plan should:

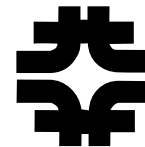
- State the communication goal and strategy
- Identify specific US audiences
- Identify US ILC communication resources
- List a prioritized set of strategic actions for US ILC communication.
-
- The plan should identify the specific resources to be used for carrying out each of the actions, and it should present an approximate timeline for achieving them

Charge to Committee (2)



- Monitor and oversee the implementation of the USILC Strategic Communication Plan, through regular meetings and communication.
- Through regular reports and communication, coordinate US ILC communication planning and implementation with European and Asian ILC communicators; with USILCG, ILCSC, ICFA; and with universities and US laboratories that collaborate on the ILC.

International Linear Collider Communication Web site



International Linear Collider Communication


http://www.Interactions.org/linearcollider/

International Linear Collide...

International Linear Collider Communication

- About the site
- What is the ILC?
- News
- Documents/Reports/Talks
- ILC around the world
- Calendar
- Linear Collider Images
- Contacts
- Interactions.org

This Web site brings together worldwide resources for communicators about the International Linear Collider. Updated daily, it presents developments in the initiative by the international particle physics community to build a future electron-positron linear collider.



First ILC Workshop
Towards an International Design of a Linear Collider
November 13th (Sat) through 15th (Mon), 2004
KEK, High-Energy Accelerator Research Organization
1-1 Oho, Tsukuba, Ibaraki 305-0801, Japan

First Linear Collider Workshop:
Towards an International Design of a Linear Collider November 13-15, 2004 at KEK, Japan

This workshop is to initiate the work for the ILC (pre-GDI) after the technology choice of superconducting RF technology and to review the technical issues with the ILC.

More detailed information is available at:
<http://lcdev.kek.jp/ILCWS/>

News

symmetry, Oct./Nov. 2004: [The road to Beijing](#)

CERN Courier, Vol.44 #3: [Cold technology for future linear collider](#)


CERN Courier, Vol.44 #3: [Physicists meet in Beijing at ICHEP'04...](#)

International Panel Recommends "Cold" Technology for Future Particle Accelerator
[Press Release](#)
[Executive Summary](#) (pdf)
[Talk by Barry Barish](#) (pdf)
[Final Report](#)

Latest Documents and Reports

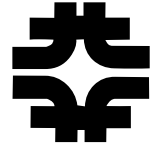
[ITRP Final Report](#) September 2004

World Wide Study of Physics Detectors for a Linear Collider
- World Physicists Endorse Linear Collider. [more...](#)



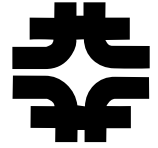
© Copyright 2004

Upcoming Developments



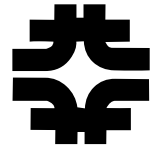
- Press release for GDE announcement (if it happens)
- Global ILC Communicators to meet at CERN 2/8-9
- Working Group 6 organizes for Snowmass
- ILC at EPP2010 at SLAC next week

Director Search Committee



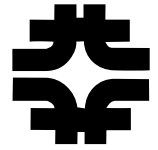
- Y. Totsuka
 - D. Son
 - A. Wagner
 - D. Miller
 - J. Dorfan
 - P. Grannis, chair
-
- Will report to ILCSC and ICFA Feb 10-11

Site Evaluation Committee



- S. Komamiya
 - D. Bhawalkar
 - R. Eichler, chair
 - S. Bertolucci
 - A.J. Smith
 - Jim Brau
-
- Will report to ILSCS and ICFA in Vancouver February 10-11.

Issues



- Keeping the community informed
- Keeping the rest of the world informed
- Public participation
- \$\$\$\$\$\$ for ILC communication